

Fashion Calendar 1947

JANUARY

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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WEEK ENDING FRIDAY, NOVEMBER 28, 1947

CHRISTMAS ACTIVITIES IN NEW YORK STORES

Now Going On	<p>"ALICE IN WONDERLAND" AS CHRISTMAS THEME</p> <p>Tweedledum and Tweedledee will assist Santa Claus in distributing books and crayons to the children. Life-size characters from "Alice in Wonderland" are an important part of the A & S Xmas Toy Department. Publicity: Marianne DeGraff, TR. 5-7200.</p>	ABRAHAM & STRAUS BROOKLYN	2ND FLOOR
Now Going On	<p>PINK AND WHITE CHRISTMAS CANOPY</p> <p>Santa Claus is enthroned under a pink and white striped canopy, and there is a ferris wheel in the background. Publicity: B. Altman, MU. 9-7000.</p>	B. ALTMAN & CO.	6TH FLOOR
Friday Nov. 28	<p>XMAS ENTERTAINMENT IN TOY DEPARTMENT</p> <p>Santa Claus on 6th floor, and entertainment in the Toy Department on the 7th floor and in Xmas windows. Publicity: Karen Hollis, VO. 5-5900.</p>	BLOOMINGDALE'S LEXINGTON AT 59TH	7TH FLOOR
Just Opened	<p>"721 STAG CLUB" FOR MALE SHOPPERS</p> <p>Bonwit Teller's club to help men select Christmas gifts for women. Gift secretaries will assist male customers with their shopping. Publicity: Bonwit Teller, EL. 5-6800.</p>	BONWIT TELLER	2ND FLOOR
Friday Nov. 28	<p>"ROUNDUP LOUNGE" FOR XMAS SHOPPERS</p> <p>The "Roundup Lounge" on the 4th floor will again be converted into a Christmas Gift Shop. Santa Claus will be on the 6th floor. Publicity: Lenore Benson, WI. 7-9600.</p>	FRANKLIN SIMON	4TH FLOOR
Now Going On	<p>SURPRISE CHRISTMAS PACKAGES FOR CHILDREN</p> <p>Gimbel's will offer a merry-go-round ride for 29 cents, and Santa Claus will present each child with a surprise package. Dick Tracy characters in Xmas windows, with "Sparkle Plenty" as the center of attraction. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.</p>	GIMBEL BROTHERS	6TH FLOOR
Now Going On	<p>DAILY LUNCHEONS WITH SANTA CLAUS</p> <p>Santa will have lunch with the children each day until Christmas, discussing their Christmas desires. Luncheon for mother and child: \$1.49, by reservation only, 11:00 A.M. "Kresgeville", on the 4th floor, will feature miniature train, merry-go-round, mock television station, and refreshments. Publicity: Marie Guthrie, Mitchell 2-8000, Ext. 474.</p>	KRESGE-NEWARK	7TH FLOOR

DATEWHAT'S GOING ONGIVEN BYWHERECHRISTMAS ACTIVITIES IN NEW YORK STORES (Cont'd)

Now Going On	"NIGHT BEFORE CHRISTMAS" Christmas feature by Macy's will be a raised platform with a group of little people telling the story of "The Night Before Christmas". Santa Claus will be on the 7th floor. Publicity: Herbert Warner, CH. 4-2000.	MACY'S NEW YORK	5TH FLOOR
Now Going On	TOY CIRCUS AND SANTA CLAUS McCreery's will once again feature a miniature Chesapeake and Ohio electric train for children: rides 12¢ plus 2¢ tax. Also, pictures taken of children talking to Santa Claus. (Price: \$1.00.) Publicity: Alice Hutton, WI. 7-7000.	JAMES McCREERY & CO.	6TH FLOOR
Now Going On	GIFTS FOR CHILDREN AND SPECIAL MOVIES Santa Claus will present gifts to the children. Miniature train, midget movies and clown. Publicity: Rose Mendelson, TR. 5-5700.	NAMM'S BROOKLYN	4TH FLOOR
Now Going On	GIFT COUNCILLORS TO AID SHOPPERS Once again, Saks Fifth Avenue will have over twenty gift councillors to aid Christmas shoppers. They will wear red special hats with gold stars, so that they may be recognized. Publicity: Helen Kauper, PL. 3-4000.	SAKS FIFTH AVENUE	6TH FLOOR
Wednesday Nov. 26	OPENING OF CHRISTMAS TOY DEPARTMENT Santa Claus will give a book and secret letter to each child. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	2ND FLOOR
Friday Nov. 28	OPENING OF CHRISTMAS TOY DEPARTMENT Santa Claus will be present in a North Pole setting. Special feature for the children will be a log cabin with Goldilocks and the 3 bears. Publicity: Florence O'Keefe, GR. 3-4700.	JOHN WANAMAKER	2ND FLOOR

Just Published	"SALES PROMOTION CALENDAR FOR 1948" Annual 32-page guide book for all stores in planning their sales promotion schedules, the calendar serves as a daily reminder of important events for promotional activities. It shows store activities from day to day; relative distribution of volume for each department; advertising percentages, etc. It serves as a worksheet as well as a source of information, and is used by advertising agencies, publicity and public relations directors, small store owners and manufacturers. Price: \$2.00 to NRDGA members; \$4.00 to non-members. Contact: Howard P. Abrahams, Manager, Sales Promotion Div., NRDGA, PE. 6-2155.	NATIONAL RETAIL DRY GOODS ASS'N	100 WEST 31ST STREET
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Friday Nov. 28- Dec. 6	PORTRAIT SKETCHES: STAGE AND SCREEN STARS Prominent personalities of stage and screen in a collection of portrait sketches by Elecia Haynes, depicting stars in costume and make-up for current and recent productions. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
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DATEWHAT'S GOING ONGIVEN BYWHEREWEEK BEGINNING MONDAY, DECEMBER 1, 1947

Monday Dec. 1	LIVING CRAFTS AT PRESS PREVIEW	HOUSE OF ITALIAN HANDICRAFTS	217 EAST 49TH STREET
11:00 A.M.- 1:00 P.M.	The House of Italian Handicrafts will present a showing of especially designed pieces, "Living Crafts by Forty Italian Artists". Fine and decorative arts in ceramics, stained glass, mosaics, wood, bronze and silver, including: alter pieces, ceramic sculpture, a table top, window, fireplaces, chairs, puppets, screens, boxes, textiles, plates and jewelry. Invitation preview, Dec. 1, 5:00 P.M.-7:00 P.M. Open to public, free, beginning Tuesday, Dec. 2, 10:00 A.M.-5:00 P.M. Publicity: Jane Ellis, VA. 6-1663.		
Monday Dec. 1	CUSTOM-MADE RESORT AND HOLIDAY COLLECTION	KREINICK MODES (62 EAST 55TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
1:00 P.M. Luncheon	Collection of custom-made Resort and Holiday clothes will be shown by Kreinick Modes during luncheon. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.		
Monday Dec. 1	PREVIEW OF EXHIBIT: "FROM THE NECK UP"	AMERICAN MUSEUM OF NATURAL HISTORY	CENTRAL PARK WEST AT 79TH STREET
5:00 P.M. Cocktails	Exhibit with a "Round The World" fashion theme, highlighting the universal desire of both men and women to adorn themselves "from the neck up" for reasons of religion, magic, protection against enemies, or merely utility, comfort, or vanity. Showing of primitive fashions, contrasted with today's latest hat, jewelry and other accessory fashions, presented through the courtesy of the following: Abercrombie & Fitch Co.; Belz Opticians; The Brooklyn Museum; Cartier, Inc.; Coro, Inc.; The Costume Institute; Eddie Senz, Inc.; Elizabeth Arden; Engel & Sharkey; F.R.Tripler & Co.; Fred Farr; Harry Buegeleisen, Inc.; India Arts & Crafts, Inc.; John Frederics, Inc.; all modern hairpieces by Joseph Fleischer & Co.; Knize, Inc.; Lee Hats; Lilly Dache, Inc.; The Metropolitan Museum of Art; Michel of Helena Rubinstein; The Museum of the Grand Lodge, F. and A.M., New York; Paul A. Lobel; Prince Matchabelli; Sally Victor, Inc.; Tassilo Adam; The Traphagen School of Fashion; Verdura, Inc. Press preview by invitation only, in Special Exhibit Hall, 2nd floor. Open to public on Dec. 2. Publicity: Jack Noble, EN. 2-8500.		
Monday Dec. 1	LECTURE ON "POINT OF SALE"	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR
7:00 P.M.	Seventh weekly advertising lecture in series of 18, with J. Sydney Johnson, Manager, Merchandising Div. of National Biscuit Co., discussing "Point of Sale--Its importance in supplementing advertising campaigns; Dealer helps; Displays, packaging". Cost of each lecture: \$1.00. Contact: Advertising Women of N.Y., 1233 Sixth Ave., CI. 5-4149.		
Beginning Monday Dec. 1	TRADE SHOWING OF SPRING COLLECTION	MILDRED O'QUINN	18 EAST 57TH STREET SHOWROOM
	Showings of afternoon, cocktail and evening dresses and suits, and bridal fashions. For trade by appointment only. Contact: PL. 3-3151.		
Tuesday Dec. 2	PRESS SHOWING OF SPRING COLLECTION	JANE DERBY	785 FIFTH AVENUE SHOWROOM
10:30 A.M.	Presentation of Jane Derby's new collection to the press. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Dec. 2 11:30 A.M.	PRESS SHOWING OF NEW ACCESSORIES Bergdorf Goodman will present a showing of holiday accessories and gifts. Attendance by invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	5TH AVE. & 58TH ST.
Tuesday Dec. 2 11:30 A.M.	FLORAL DECORATIONS AT PRESS PREVIEW Press showing of Christmas decorations for your home, your table, and you." Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	ANN HAGAN (533 EAST 82ND ST.)	HOTEL PLAZA WHITE & GOLD SUITE
Tuesday Dec. 2 1:00 P.M. Luncheon	LUNCHEON SHOWINGS OF NEW FASHIONS "The Good American Dress", an exclusive fashion showing by Joseph Halpert during luncheon. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Publicity: Viola Shefer, PL. 3-3173.	JOSEPH HALPERT	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Dec. 2 4:00 P.M.- 6:00 P.M. Cocktails	PRESS SHOWING: CUSTOM- ORDER MILLINERY "Glamour" hats for the cocktail-hour and holiday season by Leora Creations, formerly House of Cesar. Attendance by invitation. Contact: Leora Creations, BR. 9-8180.	LEORA CREATIONS (30 EAST 54TH ST.)	625 PARK AVENUE (MRS. LEORA HELBEIN)
Tuesday Dec. 2 7:30 P.M.- 9:30 P.M.	NINTH SESSION FASHION TRAINING COURSE Subject: "Magazines (High and Volume Fashions), and Newspapers". Speakers: Jessica Daves, "Vogue"; Kay Silver, "Mademoiselle"; "Mary Wells Ridley, "N.Y. World Telegram". Price: \$2.00 for each individual lecture. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	PRINCE MATCHABELLI CROWN ROOM (711 5TH)
Tuesday Dec. 2	EXHIBITION OF TOYS FOR CHRISTMAS Christmas exhibition of toys and gifts "under ten dollars", obtainable at Newark stores. Publicity: Mildred Holzhauer, Mitchell 2-0011.	NEWARK MUSEUM	49 WASHINGTON ST. NEWARK, N. J.
Wednesday Dec. 3 10:00 A.M. Breakfast	MILLINERY PREVIEW AT BREAKFAST SHOWING Irene will present her new Resort and Spring millinery collection to the press during breakfast. Attendance by invitation only. Publicity: Margaret Carson, MU. 2-2055.	IRENE	16 EAST 52ND ST. SHOWROOM
Wednesday Dec. 3 12:15 P.M. Luncheon	LUNCHEON MEETING WITH SPEAKER Subject: "You--And the Lady Who Wears Your Clothes". Speaker: Jessica Daves, Editor of "Vogue". Dress designers only. Price of luncheon to members, \$3.50; non-members, \$3.75. Contact: Guild of N. Y. Dress Designers, 475 Fifth Avenue, MU. 3-1093.	GUILD OF NEW YORK DRESS DESIGNERS	HOTEL ASTOR EAST BALLROOM
Wednesday Dec. 3 1:00 P.M. Luncheon	HOLIDAY AND RESORT FASHIONS AT LUNCHEON Milgrim will present evening fashions for Holiday and Resort Wear. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter: EL. 5-3000. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	MILGRIM	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Dec. 3 1:00 P.M. Luncheon	RESORT AND EARLY SPRING COLLECTION Benefit luncheon showing of Resort and early Spring collection. Showing at 3:00 P.M. Contact: PL. 8-0892.	SYDELL GOWNS (666 FIFTH AVE.)	HOTEL ASTOR GRAND BALLROOM
Wednesday Dec. 3 3:30 P.M.	PREMIERE SHOWING BY ENGLISH FIRM Premiere showing in the U.S. for press and trade of the "Koupy Models", Misses spring coats and suits, by Messrs. Chas. Kuperstein, Ltd., London, England. These are man-tailored fashions in the classic English tradition, made in the finest English woolen fabrics. Showing presented by Dorothy V. E. Smee, The Estes Co., Inc. Attendance by invitation only. Contact: Frank E. Kahn, GR. 7-0758.	MESSRS. CHAS. KUPERSTEIN LONDON, ENGLAND	HOTEL PIERRE COTILLION ROOM
Wednesday Dec. 3- Dec. 5	ANNUAL CONGRESS OF AMERICAN INDUSTRY Fifty-second annual Congress of American Industry. Publicity: Richard Bennett, CI. 5-6600.	NATIONAL ASSOCIATION OF MANUFACTURERS	WALDORF-ASTORIA
Thursday Dec. 4 9:30 A.M. Breakfast	PRESS PREVIEW: HOSTESS AND LEISURE FASHIONS New Spring hostess and leisure clothes will be presented to the press by Tula, Inc. By invitation only. Special invitation preview for N.Y. buyers and representatives from 3:30 P.M. to 4:30 P.M. on Dec. 4, at the showroom 105 Madison Ave. Publicity: Miss Von Glahn, MU. 4-2650.	TULA, INC. SAM LANDAU	HAMPSHIRE HOUSE COTTAGE
Thursday Dec. 4 4:00 P.M. Cocktails	PRESS SHOWING OF SPRING HATS Showing of Brewster and Thornton hats for Spring. Attendance by invitation only. Contact: Rita Hennessy, MU. 5-8275.	BREWSTER HAT CO.	411 FIFTH AVENUE SHOWROOM
Friday Dec. 5 9:30 A.M. Breakfast	PREVIEW OF DOFAN ORIGINAL HANDBAGS Press preview of Spring collection of Dofan original handbags, with showing at 10:30 A.M. By invitation only. Cocktail party for buyers at 4:30 P.M. on Dec. 5, with showing at 5:00 P.M., by invitation only. Commentator: Ivan Kessler. Publicity: Helen Kaye, MU. 3-0431.	PARISIAN HANDBAG CO.	14 EAST 33RD STREET SHOWROOM
Friday Dec. 5 12:30 P.M. Luncheon	SPECIAL LUNCHEON FOR BEAUTY EDITORS The Toilet Goods Association will invite newspaper and magazine beauty editors to luncheon at the Waldorf. Attendance by invitation only. Contact: Kay Fitzpatrick, CO. 5-5443.	TOILET GOODS ASSN. INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA WEDGWOOD ROOM
Monday Dec. 8 1:00 P.M. Luncheon	LUNCHEON SHOWING: RESORT AND CRUISE FASHIONS "Russeks Fifth Avenue Heads South" with a showing of Resort and Cruise fashions during luncheon. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Publicity: Helen Moran, WI. 7-1900. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	ST. REGIS HOTEL IRIDIUM ROOM
Monday Dec. 8	CALIFORNIA ADVANCE SPRING HAT OPENINGS Theme of press and buyer luncheon and show: "Millinery Fashions Bloom Early In California". Contact: Edmund McKanna, 756 South Bway, Los Angeles.	LEADING CALIFORNIA MILLINERY DESIGNERS	LOS ANGELES BILTMORE HOTEL

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Dec. 8- Dec. 23	SPECIAL CHRISTMAS SHOPPING SCHEDULES Department stores will have the following shopping hour schedules for Christmas, Dec. 8 through Dec. 23 (regular closing hours on Saturdays):	DEPARTMENT STORES	N.Y. CITY, BROOKLYN, NEWARK, JAMAICA
	ABRAHAM & STRAUS, BROOKLYN	9:30 A.M. to 9:00 P.M. (Sat. & Dec. 24)	
	BAMBERGER'S, NEWARK	9:45 A.M. to 9:00 P.M.	
	BLOOMINGDALE'S	9:30 A.M. to 9:00 P.M.	
	FRANKLIN SIMON	9:30 A.M. to 9:00 P.M.	
	GERTZ, JAMAICA	9:30 A.M. to 9:00 P.M. (Sat. & Dec. 24)	
	GIMBEL BROTHERS	9:30 A.M. to 9:00 P.M. (Including Sat.)	
	HEARN'S	10:00 A.M. to 9:00 P.M.	
	KRESGE-NEWARK	9:45 A.M. to 9:00 P.M.	
	FREDERICK LOESER	9:30 A.M. to 5:45 P.M.	
	MACY'S	9:45 A.M. to 9:00 P.M.	
	MARTIN'S, BROOKLYN	9:30 A.M. to 9:00 P.M.	
	JAMES McCREERY	9:30 A.M. to 9:00 P.M.	
	NAMM'S, BROOKLYN	9:45 A.M. to 9:00 P.M.	
	OPPENHEIM COLLINS	9:30 A.M. to 9:00 P.M.	
	SAKS 34TH STREET	9:30 A.M. to 9:00 P.M. (Including Sat.)	
	STERN'S	9:45 A.M. to 9:00 P.M.	
	WANAMAKER'S	12:00 Noon to 9:00 P.M.	
Monday Dec. 8	PRESS PREVIEW OF NEW BUILDING Private press preview by invitation only. Open to public on Tuesday, Dec. 9. Publicity: Ruth Hammer, EL. 5-6029.	LENTHERIC	5TH AVE. & 53RD ST.
Tuesday Dec. 9 1:00 P.M. Luncheon	COTTON FASHIONS AT LUNCHEON SHOW The Cotton Shop will present a luncheon showing of new cotton fashions for resort wear, created by Zachary Bogert. Press by invitation. Public by reservation. For reservations, contact headwaiter, FL. 3-4600, Ext. 20. Cotton Shop Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	THE COTTON SHOP	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Dec. 9 3:30 P.M.	"INTERNATIONAL MILLINERY FASHION REVIEW" Advance Spring and Summer millinery fashions, from Paris, London, California, and New York, in a new range of pastel colors. Attendance by invitation only. Publicity: Mary Kelley, MU. 2-2603. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	MERRIMAC HAT CORP. (65 WEST 39TH ST.)	HOTEL PIERRE GRAND BALLROOM
Tuesday Dec. 9 4:00 P.M. Cocktails	FASHION SHOWING OF SPRING BLOUSES Showing of Spring blouses by Miss Swank. Fabrics: San Chu and Silduka by Bur-Mil. Showing at 4:30 P.M. Attendance by invitation only. Press cordially invited. Publicity: Ruth Hammer, EL. 5-6029.	MISS SWANK	HAMPSHIRE HOUSE COTTAGE
Thursday Dec. 11 12:30 P.M. Luncheon	SALES PROMOTION DIVISION MEETING "The New Look in Commercial Art--Current Fashions or Trends in Drawing and Photography for Advertising and Editorial". Moderator and M.C.: Paul Smith, Pres. of Art Directors' Club and Art Director of D'Arcy Adv. Co., will call on a panel of guest artists, photographers, and art directors. Price \$3.10, for members; \$3.50, for guests (incl. tax and tip). Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Dec. 15	FEDERAL INCOME TAX -- LAST Payment.		
Tuesday Dec. 16 12:30 P.M. Luncheon	"DANCE BALLERINA!" FASHION SHOW Al Ostrander will introduce Merchandising Shows, Inc., at a luncheon fashion show with the rhythmic divertissement "Dance Ballerina!" featuring the new Ostrander projector. Members of the cast: Bruno of Spectator Sports, Capezio, Jo Copeland, Parfums Degas, Walter Florell, Tina Leser, Florence Lustig, Maurice Rentner, Pauline Trigere; hosiery by Artcraft; gloves by Wear Right; fabrics by American Silk Mills, Burlington Mills, Bianchini, Wesley Simpson; hair-styles by Mr. Leo of Primrose House. Narrators: Marya Morton, Lamont Johnson. Decor and lighting by Al Ostrander. Written and directed by Mona Manet. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Contact: Hannah Linden, LO. 3-4022. Ritz Carlton Publicity: Marian Morrison, PL. 3-4600.	AL OSTRANDER (1475 BROADWAY)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Dec. 17 1:00 P.M. Luncheon	CHRISTMAS FURS AT LUNCHEON SHOWING "Furs For Christmas Giving" will be presented by Dein-Bacher of The Waldorf during luncheon. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Contact (at Dein-Bacher): Miss Courtney, PL. 9-5913. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
Dec. 25	CHRISTMAS DAY (Thursday)		
Saturday Dec. 27 10:30 A.M.	"TRICKS FOR TEENS" FASHION SHOW Presentation of fashions for teen-agers by Saks 34th Street. Open to public. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	2ND FLOOR DEBUTEEN SHOP
Monday Dec. 29 3:00 P.M.	SHOWING OF NEW JUNIOR FASHIONS Fashions for juniors will be presented by Saks 34th in their Younger Set Shop. Open to public. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	2ND FLOOR
Tuesday Jan. 6 8:30 P.M.- 10:30 P.M.	FIRST BOY'S WEAR INDUSTRY STYLE SHOW "Life With Sons"--or Dress for the Occasion. A style show of Boys' Wear from his underwear to his knitted cap, showing the right clothes for boys from the age of 3 to the age of 18 for every occasion and every season. Given by the Boys' Apparel Buyers' Association with the cooperation of more than 150 manufacturers in the boys' apparel and clothing field. Chairman, Style Committee, Albert G. Ryden. Showing at 8:30 P.M. Reception at 9:30 P.M. Press strictly by invitation. Production-Publicity: Billie Gould, RH. 4-4854.	BOYS' APPAREL BUYERS' ASSOCIATION	HOTEL ASTOR ROOF GARDEN
Jan. 1	NEW YEAR'S DAY (Thursday)		
Tuesday Jan. 6 4:00 P.M. Cocktails	PRESS PREVIEW OF SPRING HATS Mme. Pauline will present a preview for the press of her newest collection of Spring hats during cocktails. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 4-5267.	MME. PAULINE	6 EAST 53RD STREET SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 7 9:30 A.M. Breakfast	SPRING MILLINERY FOR PRESS AND TRADE Spring millinery collection by Mary Goodfellow for press and trade during breakfast. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 4-5267.	MARY GOODFELLOW	SHERRY-NETHERLAND VANITY FAIR ROOM
Wednesday Jan. 7 7:00 P.M. Dinner	"THE NEW LOOK IN DAYTIME FASHIONS" Annual fashion show by the Nat'l Association of House Dress Manufacturers, stressing the important labels in this field, and "The New Look in Daytime Fashions". Chairman: Bernard Polay. Attendance by invitation only. Contact: Rudi Lazarus, LA. 4-5550.	NATIONAL ASSN. OF HOUSE DRESS MFRS.	WALDORF-ASTORIA GRAND BALLROOM
Thursday Jan. 8 4:00 P.M. Cocktails	PREVIEW: ANNUAL COTTON COLLECTION Jerry Parnes will present a preview of her annual cotton collection. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 4-5267.	JERRY PARNES	530 SEVENTH AVENUE SHOWROOM
Monday Jan. 12 3:30 P.M.	PREVIEW OF SPRING MILLINERY FASHIONS Showing of Spring hats by Lenesta at 3:30 P.M., to be followed by cocktails. By invitation only. Publicity: Mildred Kaldor, MU. 4-5267.	LENESTA	15 EAST 53RD STREET SALON
Monday Jan. 12- Jan. 15	20TH ANNUAL CAMP INSTRUCTIONAL COURSE Corsetieres, fitters, buyers, dealers and personnel of department stores handling Camp Garments may enroll for the 20th annual session of the Camp Instructional Course in the Fitting of Scientific Supports. Registrations close Dec. 29. Tuition free. Contact: Educational Dept., S.H. Camp Co., Jackson, Michigan. Publ.: Frank H. Kaufman, CH. 4-5798.	S. H. CAMP COMPANY (200 MADISON AVENUE)	HOTEL COMMODORE
Tuesday Jan. 13 10:00 A.M. Breakfast	PRESS PREVIEW: SPRING AND SUMMER MILLINERY Press showing of Sally Victor's new millinery for Spring and Summer. (Showing for out-of-town press on Saturday, Jan. 17.) Attendance by invitation only. Contact: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Thursday Jan. 15 4:00 P.M.	WASHABLE CLOTHES FOR DAY AND SPORTS WEAR The annual show and party staged by Crown Soap 'n' Water Fabrics for manufacturers, press and retailers. This year's edition is entitled "What's New" and will feature unconditionally washable clothes for day and sports wear. Attendance strictly by invitation. Arrangements and invitations: Renee Powers, Crown Soap 'n' Water Fabrics, CA. 6-3131. Production and publicity: Peter McDonnell, Advertising House, Inc., MU. 8-0220.	CROWN SOAP 'N' WATER FABRICS	HOTEL PIERRE GRAND BALLROOM
Wednesday Jan. 19 4:00 P.M. Cocktails	PRESS PREVIEW: "SPRING INTO SUMMER" MILLINERY Cocktail showing for the press of Emme's "Spring Into Summer" millinery collection. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 4-5267.	EMME	21 EAST 56TH STREET SALON
March 28	EASTER SUNDAY		

MUSIC...MOVIES...THEATRE

- Friday**
Nov. 28 **OPENING: "CARIBBEAN CARNIVAL"** INTERNATIONAL THEATRE, 5 COLUMBUS CIRCLE
 Adolph Thenstead and Samuel L. Manning present a singing and dancing show with Calypso overtones. Cast includes Pearl Primus, Josephine Premice, Claude Marchant and others. Staged by Donald Heywood. Choreography: Pearl Primus. Costumes: Lou Eisele. Publ.: Wm. Doll, CI. 7-3425.
- Monday**
Dec. 1- METROPOLITAN OPERA PRESENTATIONS, METROPOLITAN OPERA HOUSE, B'WAY & 39TH
Dec. 6 Mon., Dec. 1: TANNHAUSER (Wagner). Conductor: Fritz Stiedry.
Tues., Dec. 2: LA BOHEME (Puccini). Conductor: Cesare Sodero.
Wed., Dec. 3: MAGIC FLUTE (Mozart). Conductor: Fritz Stiedry.
Thurs., Dec. 4: DER ROSENKAVALIER (Straus). Conductor: Max Rudolf.
Fri., Dec. 5: AIDA (Verdi). Conductor: Cesare Sodero.
Sat., Dec. 6: (Mat.) DON GIOVANNI (Mozart). Conductor: Max Rudolph.
Sat., Dec. 6: (Eve.) CARMEN (Bizet). Conductor: Louis Fourestier.
 Publicity: Margaret Carson, PE. 6-1200.
- Tuesday**
Dec. 2- BALLET THEATRE'S THIRD WEEK NEW YORK CITY CENTER, 131 WEST 59TH STREET
Dec. 7 Tues., Dec. 2: SWAN LAKE, SUMMER DAY, JARDIN AUX LILAS, GALA PERFORMANCE.
Wed., Dec. 3: ROMEO AND JULIET, ON STAGE, HELEN OF TROY.
Thurs., Dec. 4: APOLLO, PILLAR OF FIRE, GALA PERFORMANCE.
Fri., Dec. 5: THEME & VARIATIONS, FACSIMILE, SUMMER DAY, ON STAGE.
Sat., Dec. 6: (Mat.) PETER & THE WOLF, ON STAGE, PRINCESS AURORA.
Sat., Dec. 6: (Eve.) GISELLE, SUMMER DAY, TALLY-HO.
Sun., Dec. 7: (Mat.) GISELLE, SUMMER DAY, TALLY-HO.
Sun., Dec. 7: (Eve.) LES SYLPHIDES, DARK ELEGIES, HELEN OF TROY.
 Publicity: Walter Alford, CI. 5-7930.
- Wednesday**
Dec. 3 **OPENING: "A STREETCAR NAMED DESIRE"** BARRYMORE THEATRE, 47TH WEST OF B'WAY
 Irene M. Selznick presents Elia Kazan's production of the new Tennessee Williams play with Jessica Tandy, Marlon Brando, Kim Hunter, and Karl Malden. Music selected and arranged by Lehman Engel. Settings: Jo Mielziner. Costumes: Lucinda Ballard. Curtain promptly at 8:00 P.M. Publicity: Ben Kornzweig, BR. 9-6048.
- Thursday**
Dec. 4 **PREMIERE: "GOOD NEWS" (Movie)** RADIO CITY MUSIC HALL, 6TH AVE. & 50TH ST.
 MGM technicolor musical about a college campus in the 1920's, starring June Allyson and Peter Lawford with Patricia Marshall, Joan McCracken, and Mel Tormé. Producer: Arthur Freed. Director: Charles Walters. Settings: Edwin B. Willis. Costumes: Helen Rose. Publicity: Herbert Crooker, BR. 9-7800.
- Thursday**
Dec. 4 **PREMIERE: "THIS TIME FOR KEEPS"** CAPITOL THEATRE B'WAY AT 51ST STREET
 MGM comedy about the romance of an acquacade star with the son of a Metropolitan Opera singer, with Esther Williams, Johnnie Johnston, Jimmie Durante, Lauritz Melchior, Dame May Whitty. Producer: Joe Pasternak. Director: Richard Thorpe. Settings: Edwin B. Willis. Costumes: Irene. Publicity: Herbert Crooker, BR. 9-7800.
- Sunday**
Dec. 7 **OPENING: "GALILEO"** MAXINE ELLIOTT THEATRE, 44TH ST. EAST OF B'WAY
 The Experimental Theatre will present the first of a series of six plays, the proceeds from which will go to the American National Theatre. Admission by subscription only. "Galileo" will star Charles Laughton, with John Carradine, Joan McCracken, Hester Sondergaard, and Wesley Addy. Director: Joe Losey. Technical supervisor: Nat Karson. Settings and costumes: Robert Davisson. Publicity: Theron Bamberger, PE. 6-6157.